

# ***Destination Marketing News (DMN)***

## **Moore County's Tourism Industry Update**

July/August 2015

Produced by the **Convention & Visitors Bureau (CVB)**



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## ***Tourism News***

### **UPDATE ON PROPOSED ABERDEEN SPORTS COMPLEX**

The CVB and Partners in Progress continue to work on this significant project based on the favorable results of the SFA feasibility study conducted this spring showing a \$184 million impact for our county over the first 10 years. Additional work is being conducted on the financing options for this project, beyond the proposed room occupancy tax increase, via NC House Bill 504, and for governance options for the complex as well. For hotels or others interested in receiving more information on this project please contact Caleb Miles at the CVB, [cmiles@homeofgolf.com](mailto:cmiles@homeofgolf.com).

### **PINEHURST RESORT TO HOST 2016 IAGTO**

Next year's North America Convention of the International Association of Golf Tour Operators (IAGTO) will take place from June 26-29, 2016 at the Pinehurst Resort in North Carolina. So all golf tourism suppliers in the Americas or Caribbean, and potential international sponsors, make a note of this in your calendar now.

Established in 1997, IAGTO's membership comprises **2391** accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media and business partners in **99** countries including, at its core, **591** specialist golf tour operators in **61** countries. It is estimated that IAGTO's operators control over 85% of golf holiday packages sold worldwide.

IAGTO's global head office is based in London, England, and it also has representatives in the USA & Canada, China, Japan, Korea, Thailand, Australia & New Zealand, South Africa, France, Ireland, Spain, Germany, Italy and Turkey.

[www.iagto.com](http://www.iagto.com)

### **NC GOLF DAY: A BIG SUCCESS**

Raleigh, NC – CVB CEO Caleb Miles met in the Old Capitol Building with legislators and allied golf leaders as Governor Pat McCrory declared April 22 as North Carolina Golf Day in appreciation of the golf industry's contribution to our state.

The golf industry is represented in every county of North Carolina through the state's over 550 golf courses. A 2013 study performed by SRI International confirms the golf industry's role as a major economic benefit to the state. North Carolina golf contributes \$4.2 billion annual economic benefit to the state. North Carolina golf provides the basis for close to 53,000 jobs and \$1.3 billion in wage income alone (2011 figures).

### **2014 ANNUAL REPORT AVAILABLE ONLINE**

If you are interested in reviewing the CVB's annual report, it is available to view online. Just go to <http://www.homeofgolf.com/about-the-cvb/annual-report>

## **SUMMER 2015 CGA CHAMPIONSHIPS AND ONE-DAY TOURNAMENTS AT LOCAL COURSES**

JULY: 24 -- 49<sup>th</sup> Carolinas Father/Son Championship at Pinehurst area courses  
24 -- 18<sup>th</sup> Carolinas Parent/Child Championship at Pinewild Country Club (Magnolia)  
25 -- One-Day tournament at Seven Lakes Golf Club  
26 -- One-Day tournament at Legacy Golf Links

AUGUST: 12 -- One-Day tournament at Tobacco Road  
22-23 -- 10<sup>th</sup> Carolina Mixed Team Championship at Pinehurst No. 3  
24 -- One-Day Four-Ball Tournament at Pinehurst No. 8

SEPTEMBER: 12 -- One-Day tournament at Hyland Golf Club  
13 -- One-Day tournament at Country Club of Whispering Pines  
14 -- One-Day tournament at Pinewild Country Club (Magnolia)  
15 -- One-Day tournament at Southern Pines Golf Club

## **Marketing & Public Relations**

### **WELCOME HISTORIC ARCHITECTURE BUFFS!**

Throughout the towns, hamlets, and villages of Moore County, in central North Carolina, you will find a variety of historic residences and even a church that still bears the bullet marks from the Revolutionary War. While the area is known for golf and equestrian lifestyles, early Scottish settlers came and stayed for economic freedom they found in the turpentine and naval stores industry. Many of the properties have been added to the National Register of Historic Places. Here is one to visit while you are exploring the area.

#### **McLendon Cabin, Built Circa 1760 - Carthage**

When Joel McLendon came to Moore County, North Carolina, in 1758, to claim his grant of 200 acres, he selected a slope overlooking Buck Creek as the perfect site for his home. Although a simple one-room log structure, it was built with the typical integrity of the early settlers that has preserved it for over 200 years. The McLendon Cabin is the oldest house in Moore County on its original location. The circa 1760 structure is typical of the log dwellings built by the early settlers of the region.

### **CARTHAGE HERITAGE MURAL #2 IN PROGRESS**

If you want to see amazing art in progress, make a stop in Carthage to view the work being completed by artist Scott Nurkin, who painted the first mural. Scott comes from Chapel Hill. Mural #2 is beside Fidelity Bank at 205 Monroe Street. This mural honors James R. McConnell, a WWI pilot who lived in Carthage. He flew for France because the US hadn't joined in the war at the time he wanted to serve. He was shot down and killed in action. There is also a large monument to him at the McConnell-Gilliam Airport beside Pic & Pig Restaurant in Carthage.

### **SIX YEAR OLD MAKES A PINEHURST HOLE-IN-ONE**

Owen Torrecilla, 6, a kindergartener from Durham, NC, recorded a hole-in-one at the 7<sup>th</sup> hole of Pinehurst No. 3 on April 3 playing it from 72 yards. "When I hit the ball, I was thinking that it might go in if I hit it really hard," said Owen, who loves golf because, "you don't have to worry about someone sneaking up and tackling you."

~ CarolinasGolf Magazine -- Summer 2015

### **NOMINATE SOMEONE FOR THE CAROLINAS GOLF HALL OF FAME**

The responsibility for the Carolinas Golf Hall of Fame's administration has transitioned into the care of the Carolinas Golf Association. The new location for the association is 140 Ridge Road, Southern Pines, NC 28387, located across from Pine Needles. Since 1981, the Carolinas Golf Hall of Fame has celebrated the individuals who dazzle us with their skill on the course and those who contribute so much to the game in other ways. To find out how to nominate someone for the Golf Hall of Fame or to find previous inductees, go to [carolinasgolf.org](http://carolinasgolf.org) or call 910-673-1000.

### **CVB WELCOMES SUMMER INTERN -- OLIVIA HALE**

The CVB welcomes summer intern Olivia Hale! Olivia hails from NCSU's Business Administration - Marketing program and is gaining hands-on experience in Visitor & Meeting Services, Marketing, and Group Sales during her summer internship.

with the CVB. With a passion and talent for design, look for her handiwork on a new visitor services publication about area nature trails coming out this summer. Olivia can be contacted at [vol1@homeofgolf.com](mailto:vol1@homeofgolf.com). For details about fall internship opportunities, contact Lindsey Simmons at [lsimmons@homeofgolf.com](mailto:lsimmons@homeofgolf.com).

### **US KIDS GOLF -VILLAGE OF PINEHURST, PARADE JULY 28<sup>TH</sup> AND VOLUNTEERS NEEDED**

Show support for U.S. Kids Golf Championship athletes by attending the Youth Parade of Nations, 35 Countries represented. Volunteer on the U.S. Kids World Championship courses at <http://www.uskidsgolf.com/tournaments/world-championship/2014-world-championship-volunteers>

### **VOLUNTEERS NEEDED AT THE CONVENTION & VISITORS BUREAU - WEEKLY SHIFTS AVAILABLE**

Weekly volunteers needed for Visitor Information Center Mon & Thurs 9am-1pm, 1pm-5pm. Contact Lindsey Simmons, Convention & Visitors Bureau, Visitor & Meeting Services Manager - 910-692-3330 ext. 242

## ***Meetings & Conventions/Facilities & Renovations***

### **2015 U.S. TEENS & U.S. KIDS WORLD CHAMPIONSHIPS**

The U.S. Kids Golf World Championship will once again take place in Pinehurst and Moore County, NC. From July 30 - August 1, 2015, the area will be hosting the largest event in junior golf for the eighth consecutive year. The 2015 World Championship will be played on nine different golf courses, with the World Cup being held on Pinehurst No. 2. <http://www.uskidsgolf.com/tournaments/world/schedule-events>

The Teen World Championship July 23-25, 2015 will be played on four different golf courses, with the World Cup being held on Pinehurst No. 4. <http://www.uskidsgolf.com/tournaments/teen-world/schedule-events>

### **2015 WORLD SERIES OF DIXIE GIRLS SOFTBALL – AUGUST 7-12 HILLCREST PARK**

The 2015 World Series of Dixie Girls Softball will in Moore County August 7-12<sup>th</sup>. The opening ceremony will at Pinecrest High School Friday evening and all of the games will be held at Hillcrest Park in Carthage. Eleven southern states will be bringing their winning teams to play for the World Championships along with coaches, parents, grandparents and others. The Moore County Parks & Recreation is still looking for sponsors and volunteers to assist with the event. Please contact Scot Kidd at (910) 947-2504 or [skidd@moorecountync.gov](mailto:skidd@moorecountync.gov) if you are interested in being a sponsor or volunteering.

### **AREA MEETING PROPERTIES – AWARDS AND REENOVATONS**

**Springhill Suites by Marriott** has been awarded TripAdvisor's Certificate of Excellence for 2015. The certificate of excellence award honors hospitality businesses that consistently achieve outstanding traveler reviews on TripAdvisor. Properties that are awarded the Certificate of Excellence demonstrate hospitality excellence and represent the upper echelon of businesses listed on TripAdvisor.

**Homewood Suites by Hilton** has been awarded three Homewood Suites Regional Awards. The Highest Loyalty Score for returning guests and Honor members, the Highest ADR growth – the Average Daily Rate growth in the past 12 months and the Highest F& B quality breakfast as rated by guests. These brand awards are recognized throughout the Homewood brand nationwide.

### **FEDS EASE UP ON CONFERENCE RESTRICTIONS FOR GOVERNMENT EMPLOYEES**

The U.S. government, including both the Obama Administration and Congress, has spent the last several years talking about how to restrict federal employees' participation in meetings and events. A new policy, however, indicates that the feds might be loosening their grip.

In a memo published last week, Director Katherine Archuleta announced that the U.S. Office of Personnel Management (OPM) would end its longtime practice of reviewing requests submitted by federal agencies seeking approval to attend conferences and trade shows.

"Effective immediately, the U.S. Office of Personnel Management is discontinuing its practice of issuing memoranda

regarding whether conferences qualify as a training activity," Archuleta said in her memo. "OPM is discontinuing this practice to make clear that agencies are responsible for their employees' training and development."

Another sign occurred in February, when the U.S. Office of Management and Budget (OMB) announced it would consider exceptions to rules mandating reduced federal spending on travel to conferences.

"Agencies are responsible for finding the right balance between reducing spending and meeting mission critical needs," OMB stated in a memo. "If agencies have new mission critical travel needs ... OMB will entertain proposals for [increased travel budgets]." <http://www.successfulmeetings.com/News/Products-and-Services/Feds-Ease-Up-on-Conference-Restrictions-for-Government-Employees/?cid=eltrMtgNews>

## *Who's Meeting in Moore County?*

Moore County will be hosting the following meeting & convention groups in July and August 2015:

- East Coast Biker "Rally at the Rock"
- SWAC Baseball & Softball Tournament
- Pinehurst Jr. Tennis Classic
- US Teens & US Kids World Championships
- World Series of Dixie Girls Softball

## *Upcoming Meetings & Tradeshows*

- NC Defense Business Association – Annual Meeting July
- Association Executives of NC – Annual Meeting July
- Meeting Professionals – Carolinas Chapter – July
- Connect Marketplace - August

## *Check it out – New Places and Things to Do*

Take time to visit and try these new and soon-to-open businesses in the area. Let your guests know about the new additions to their Sandhills' experience. Additional information can be found at [www.HomeOfGolf.com](http://www.HomeOfGolf.com). Check out the specials and events calendar. The **free** Mobile App is another great way to find all things Sandhills as well. Apple and Android devices – look for, "Visit Pinehurst NC."

- Grotto Grille (old Shuckers) opened June 14 – Joe Lafferty, General Manager
- Lavender, 157 NE Broad St, Southern Pines (furniture/home décor)
- Patricia ([patriciafinds.com](http://patriciafinds.com)) 136 W Penn Ave, Southern Pines Opened May 2015
- Tripps has closed but will reopen as KICK BACK JACKS in September
- TownePlace Suites groundbreaking in Aberdeen (Opening Feb 2016)

## *On the Move for Tourism in Moore County*

A warm welcome and congratulations to staff that have been promoted or moved into new positions that impact area tourism and hospitality:

- David Lenk – General Manager , SpringHill Suites
- Chad Simpson – General Manager, Motel 6
- Rafaqat Athar and Omar Athar – General Manager, Best Western
- Holly B. Neal –Membership Development Director, Moore County Chamber of Commerce

If you have information you would like to share to keep everyone up to date on additions or changes to your staff, please contact Karen Davis at the Convention & Visitors Bureau at [kdavis@homeofgolf.com](mailto:kdavis@homeofgolf.com)

## **Convention & Visitors Bureau Staff:**

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**The Convention & Visitors Bureau for the Pinehurst, Southern Pines, Aberdeen Area is an economic development organization and non-profit authority of Moore County, North Carolina. The CVB mission is to promote the area as a destination for visitors, meetings, conventions and tours, and is funded primarily by a three percent hotel / motel room occupancy tax paid by visitors to Moore County. [www.homeofgolf.com](http://www.homeofgolf.com)**